



THIS SEALER IS ON VIEW AT THE TOURIST INFORMATION BUREAU OF THE WESTERN CANADA ROAD ROUTE SERVICE LIMITED,
136a 6th AVENUE WEST.

The Jar containing Wheat is a One Pint Round "Perfect Seal." It contains Marquis No. 2 Northern Wheat, closely packed to top and levelled off, free from all chaff and dirt.

GIFTS

Award No. 1
\$1,600.00 IN CASH

Award No. 2
RADIO - valued at \$300

Award No. 3
RADIO - valued at \$180

Award No. 4
RADIO - valued at \$100

Award No. 5	\$50.00 CASH
Award No. 6	\$25.00 CASH
Award No. 7	\$15.00 CASH
Award No. 8	\$10.00 CASH
Award No. 9	\$5.00 CASH
Award Nos. 10 to 100	\$2.00 CASH Each
Award Nos. 101 to 200	\$1.00 CASH Each

Estimating Contest Rules

1. The contest is open to everyone except employees of or those in any way connected with the Totem Auto-Craftsmen Ltd.
2. Additional estimating Coupons may be obtained by writing to the Totem Auto-Craftsmen Ltd. They will be mailed to you free of charge.
3. When you have your answers to the estimating contest, put them on the Coupon and remittance blank. Fill the blank in carefully and enclose not less than Two Dollars (\$2.00). A Two-Dollar remittance entitles you to two estimates. A Ten-Dollar remittance, ten estimates, etc.
4. In the event of a tie, priority will be the deciding factor, and the tying estimate which reaches us first will be given preference. In

other words, every estimate will be time-stamped and registered according to the time they reach the contest office. There will be no tie-breaker connected with the estimating contest.

5. The jar of wheat which Mr. Gemeroy filled was a common pint sealer and we would strongly suggest that you secure a pint sealer or any other jar or container which holds a pint, fill your pint jar with wheat, and count the kernels in it. This requires quite a little skill, but it will help you arrive at some sort of an estimate.
6. The Estimating Contest does not end until February. Please bear in mind that there is no tie-breaker in the estimating contest. The prize winners will be announced soon after the contest closes.

WHEAT ESTIMATING COUPON

CONTEST CLOSES IN FEBRUARY

Enclosed please find \$..... If one of the answers below is a prize winner, send the prize to the name on the coupon.

I estimate the Total Number of Kernels of Wheat in The Totem Auto-Craftsmen Ltd. Officially Sealed Pint Jar will be..... kernels.

(Signed)
Address

I estimate the Total Number of Kernels of Wheat in The Totem Auto-Craftsmen Ltd. Officially Sealed Pint Jar

will be..... kernels.

(Signed)
Address

I estimate the Total Number of Kernels of Wheat in The Totem Auto-Craftsmen Ltd. Officially Sealed Pint Jar will be..... kernels.

(Signed)
Address

I estimate the Total Number of Kernels of Wheat in The Totem Auto-Craftsmen Ltd. Officially Sealed Pint Jar

will be..... kernels.

(Signed)
Address

Please use great care in writing or printing all names and addresses. Check the coupon over before mailing, and if necessary print the name and address on a separate sheet of paper.

SEND ALL LETTERS TO

Totem Auto - Craftsmen, Ltd.

212-214 Third Avenue East

Calgary - - - Alberta

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FIRST PRIZE \$5,000 IN CASH

and first prize winner will receive his or her money back with 7 per cent interest
YOU CAN'T LOSE IN THIS CONTEST -- YOU MUST MAKE MONEY!

READ ABOUT OUR MONEY BACK GUARANTEE—MOST UNUSUAL AND GENEROUS OFFER EVER MADE.

In this competition, we offer you the most amazing and unusual money-making opportunity ever offered in a Figure Puzzle contest. You will not only have an excellent chance of winning \$5,000 cash or one of the other large prizes, but you will also be given a Gold Certificate bearing from 4 to 7 per cent. interest, redeemable in 5 years, any time after the first year. In other words, you have everything to gain and nothing to lose. And remember this very important point, you will receive more interest on your money than you would if you were to leave it in a Savings Bank. In fact, we will pay you more interest than you can secure on the average high-class stocks and bonds.

Just think, there are more than 400 prizes given in our Figure and Estimating contests; this, coupled with the fact that you are guaranteed back all the money you turn in, together with from 4 to 7 per cent. interest, makes our offer so great that you cannot afford to pass it up. Send in your answer as soon as possible, as there is a special prize for early solution senders.

\$5,000.00
FIRST
PRIZE



Figure Puzzle Prize List

FIRST PRIZE—Total value \$5,000.00, \$3,000.00 cash, plus \$2,000.00 cash extra, at the rate of \$20.00 for every dollar sent in up to \$100.00. Not more than \$100.00 will be applied on any one answer. The contestant must send in not less than \$20.00 to qualify for this prize.

FIRST PRIZE—(If contestant does not qualify as above). Total value of \$1,690.00, \$1,500.00 cash, plus \$190.00 extra cash at the rate of \$10.00 for every dollar sent in up to \$19.00. Note: Your first prize will be \$1,520.00 if you send in only \$2.00.

SECOND PRIZE—\$300.00 Radio, plus the full amount turned in by the candidate up to and including \$100.00.

THIRD PRIZE—\$150.00 Cash, plus the full amount turned in by the candidate up to and including \$100.00.

FOURTH PRIZE—\$100.00 Cash, plus the full amount turned in by the candidate up to and including \$100.00.

FIFTH PRIZE—\$75.00 Cash, plus the full amount turned in by the candidate up to and including \$100.00.

SIXTH PRIZE—\$50.00 Cash, plus the full amount turned in by the candidate up to and including \$100.00.

SEVENTH PRIZE—\$40.00 Cash, plus the full amount turned in by the candidate up to and including \$100.00.

EIGHTH PRIZE—\$30.00 Cash, plus the full amount turned in by the candidate up to and including \$100.00.

NINTH PRIZE—\$25.00 Cash, plus the full amount turned in by the candidate up to and including \$100.00.

TENTH PRIZE—\$25.00 Cash, plus the full amount turned in by the candidate up to and including \$100.00.

ELEVENTH TO TWENTIETH PRIZES—\$10.00 Cash each.

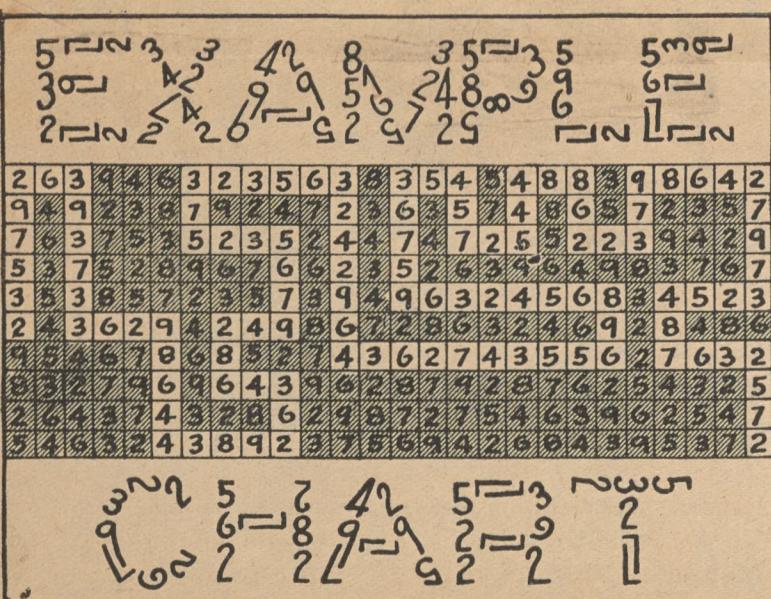
TWENTY-FIRST TO FIFTIETH PRIZES—\$5.00 Cash each.

FIFTY-FIRST TO ONE HUNDREDTH PRIZES—\$2.00 Cash each.

ONE HUNDRED AND FIRST TO TWO HUNDREDTH PRIZE—\$1.00 Cash each.

INFORMATION

Information regarding the Totem Auto-Craftsmen Ltd., and the Gold Certificates, bearing from 4 to 7% interest, redeemable in five years, any time after the first year, together with full details of our Estimating Contest, will be found on back of this folder.



This example chart is shown merely to give you an idea as to how your path or chain can be made.

Note: The words "Example Chart" add up to 541 and the numbers in the path add up to 541. This puzzle would be correct as both the words and the path total exactly the same. You will notice that the paths of both Example Charts start and finish in entirely different ways.

No doubt there are many other ways to start and finish your chain. Remember, you must start on the left-hand side and finish on the right; however, it is not necessary to touch the top and bottom unless you wish to.

HOW TO SOLVE THE PUZZLE

IN order to solve this puzzle correctly, FIRST, you must find the sum total of all the figures which make up the two autos, which appear in the puzzle chart.

After you have added up all the figures which make up the two autos, you must next try to make a path across the middle part of the puzzle in such a way that when all figures in your path are added together the sum total will be exactly the same as the total you secured when you added every figure which the artists used in making the two automobiles. Try to balance the two without making any mistakes. In the event that no one obtains the exact answer, the prize will be awarded to the nearest correct solution. In other words, if you cannot balance the two, make the difference as close as possible. For instance, a difference of one (1) will win over two (2), and two (2) will win over three (3), etc., etc.

In making your path or chain, you must begin with one of the figures on the extreme left-hand side of the chart and make a continuous path or chain proceeding across the face of the chart until you reach the extreme right-hand column of figures. The idea is to connect certain figures together in sections to form a crooked path or chain.

For instance, begin by selecting any number in the extreme left-hand column that you wish. Starting with this figure you may go either up or down or to the right by sections, until you reach the extreme right-hand column of figures. Each section must consist of three, but not more than ten numbers before it follows another direction. By section is meant three, four, five, six, seven, eight, nine or ten numbers in a straight line or in other words, at least three figures in a straight line, but not more than ten. In making your path you can go any way you wish, up or down, backwards or forwards, as long as you start at the left-hand side, and finish on the right-hand side, and make a continuous path. However, you must leave at least one figure or group of figures between the sections in your path so that the chain (path) can be clearly followed.

In forming the path from the extreme left of the chart to the extreme right, try and make the sum total of all numbers in your path add up to exactly the same total as you secured when adding all of the figures that make up the two cars.

Bear in mind, every figure is complete, and the drawing is entirely free from tricks and illusions, but like a lot of other things, it is not as easy as it looks. The figures range from two to nine, each standing alone, thus, 2, 3, 4, 5, 6, 7, 8, 9. There are no ones (1) or zeros (0). The tops of the 9's are closed, while the bottoms of the 6's are open. By looking at any figure correctly, you can easily tell what it is. However, to pick out all the figures and add them together correctly is a task which requires patience and skill. Each figure must be added separately. For example: 3, 5, 9, 8, 9, is to be counted as 3, plus 5, plus 9, plus 8, plus 9, total 34, and is not (35,989) thirty-five thousand nine hundred and eighty-nine. In other words, simply add them as you would if each figure stood, one above the other, in a single column.

After you have added up all the figures that make up both autos, and have your total, do not add anything for the four Totem emblems or monograms, which appear in each of the four corners of the puzzle chart, as there are absolutely no concealed or trick figures hidden any place in the puzzle.

Study the example chart, as we believe every point is covered, and will answer your questions.

IMPORTANT: Your puzzle chart showing your path or chain must be sent in with the solution and remittance coupon and money.

NOTE: You may blot or mark out all the numbers not used in your path. The artist did this in our example chart.

\$10,000

IN CASH
PRIZES

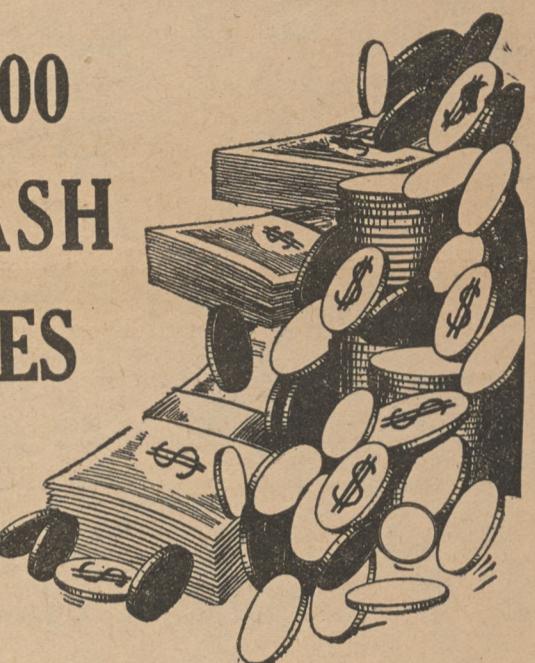


Figure Puzzle Contest Rules

1. The contest is open to every one except employees of or those in any way connected with the Totem Auto-Craftsmen Ltd.
2. Additional puzzle charts on a good grade of paper may be obtained by writing the Totem Auto-Craftsmen Limited. They will be mailed to you free of charge.
3. If two or more contestants secure the correct answer, the tie-breaker will be mailed out to the tieing contestants as soon as correct entry is received, or at any time desired by contestant. In other words, if a contestant is working on some other tie-breaker and does not wish to work on our tie-breaker until a later date, we will gladly make these arrangements, providing the tieing contestant will send in the date he wishes us to mail his tie-breaker. Contestants will be allowed to remit \$2.00 or more with their tie-breaker, which will be applied on their entry.
4. When you have solved the puzzle, send us the puzzle chart which will show how you made your path or chain, and put your answer on the coupon and remittance blank. Fill the coupon out carefully and send in not less than Two Dollars (\$2.00) with your solution. The second puzzle, should it be necessary to send one out, will be a new time, labor and energy-saving tie-breaker. It will be a problem in addition only.
5. You can submit as many answers as you wish, providing each answer is accompanied by Two Dollars (\$2.00) or more, but if one of your answers is correct, we wish to make it clear that the money sent in with your other answers will not increase the value of the prize won by the winning answer. Anyone may help you solve the puzzle.
6. Contestants should remit by postal note, postal or express money orders, etc. These should be made payable to the Totem Auto-Craftsmen Ltd., Calgary. We cannot be responsible for cash lost in the mails.
7. No entries unaccompanied by a remittance will be accepted. No solution can be changed after it is once registered.
8. In case of a tie for any prize, a tie-breaker will be presented. Only those tied for a prize will be permitted to solve the tie-breaker. Should two or more persons be tied for any prize, that prize and as many prizes following as there are persons tied will be reserved for them, before any prize will be awarded for less correct solutions.
9. Accurate records are kept, and if a contestant wishes, he or she may send in more remittances, to be applied on the same answer any time up to the end of the contest, and they will be applied as requested.
10. Everyone has an equal opportunity. You can win a first prize on a Two-Dollar (\$2.00) subscription, but note that the value of the first ten prizes increases if you send in more money. See Prize List. Aim to win the maximum value of the grand prize, which is \$5,000.00.
11. The contest department of the Totem Auto-Craftsmen Ltd. reserves the right to alter the rules and regulations for the protection of the contestants or the Totem Auto-Craftsmen Ltd., and to disqualify any competitor whom they consider undesirable, and to finally settle any disputes which may arise.

COUPON TO BE SENT IN BY CONTESTANTS

CONTEST CLOSES IN FEBRUARY

Please place the sum of \$ _____ to my credit, and if this is the winning answer, send the prize to _____

NAME _____

ADDRESS _____

The Two Cars Add Up to _____

The Numbers I have placed in my path Add Up to _____

Please issue Gold Certificates to the following:

Name _____

Address _____

Name _____

Address _____

Name _____

Address _____

If this is to apply on any previous answer, give date _____

Amount \$ _____

and answer _____ Otherwise this will be treated as a new answer.

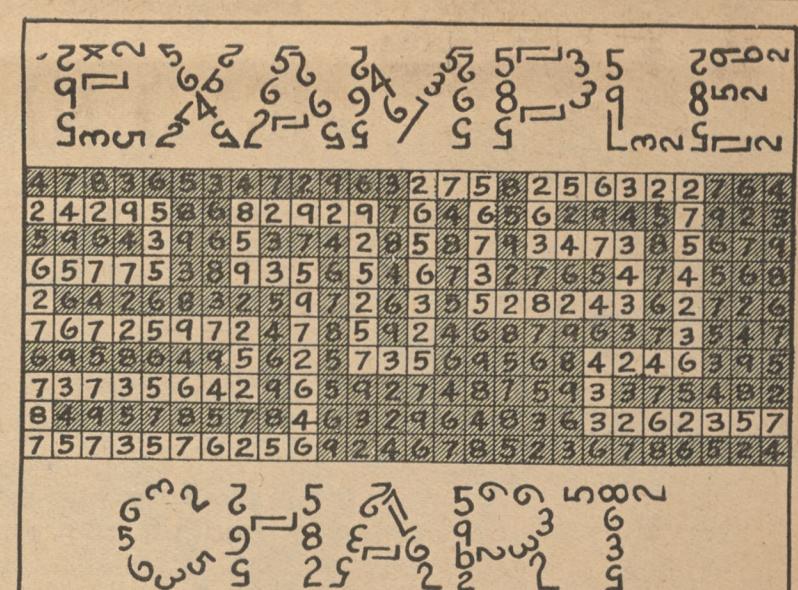
Be sure and check over this coupon carefully before mailing, and see that all names and addresses are written plainly. Bear in mind, it is important that the Gold Certificates be made out correctly, and we would suggest that you print all names and addresses in the centre part of the coupon.

Send all letters to: CONTEST DEPARTMENT

TOTEM AUTO-CRAFTSMEN, Ltd., 212 - 214 3rd Avenue East, Calgary, Alberta

TWO SEPARATE CONTESTS

We wish to make it perfectly clear that the Estimating and the Figure Puzzle Contests are two separate and distinct contests, each having its own Rules, Prize Lists, etc. We would like to have you try both contests, as there is absolutely no reason why you should not win two first prizes. However, this is not compulsory—you can enter either one or both. Gold Certificates are issued for the Puzzle or Estimating Contest.



This example chart is shown merely to give you an idea as to how your path or chain can be made.

NOTE: The words "Example Chart" adds up to 505 and the numbers in the path add up to 505. This puzzle would be correct as both the words and the path total exactly the same. You will notice that the paths of both Example Charts start and finish in entirely different ways.

No doubt there are many other ways to start and finish your chain. Remember, you must start on the left-hand side and finish on the right; however, it is not necessary to touch the top and bottom unless you wish to.

\$200.00 EXTRA ADDED SPECIAL CASH PRIZE

For Solutions Mailed on or Before December 15th

In addition to the splen-
did cash prize listed else-
where in this advertise-
ment an extra special add-
ed cash prize of \$200.00
will be paid to the first
prize winner, provided he
or she sends in a solution

between November 10 and
December 15th, 1930.

May we suggest that
you send in your answer
as soon as you finish it, as
there is absolutely no rea-
son why you cannot win
the first prize and the
special prize as well.



Notice to Postmaster:—
If you are unable to deliver
or forward this folder, kindly
return it to us.
Return Postage
Guaranteed.
Totem Auto-Craftsmen, Ltd.
CALGARY - ALBERTA

Why Not Have One?



400
Gifts
Given
Free!

IF NOT INTERESTED PLEASE GIVE TO SOME FRIEND

FIRST PRIZE \$5,000.00 CASH

CAN YOU IMAGINE THE JOY—THE HAPPINESS—AND THE CAREFREE TIMES AHEAD—if you had \$5,000.00 SAFELY IN THE BANK. THINK—THE HARD PLUGGING YOU WOULD BE COMPELLED TO DO AT YOUR OWN PARTICULAR TRADE COMPARED WITH THIS—EASY WAY—which takes but a few MINUTES OF YOUR TIME, WHEREBY YOU CAN EASILY WIN THIS LITTLE FORTUNE AND FORGET ABOUT HARD TIMES.

ALL THAT IS NECESSARY IS ACTION ON YOUR PART. DON'T WAIT AND WHEN YOUR FRIEND OR NEIGHBOR GETS THE BIG MONEY SAY, "GEE, WHAT A LUCKY FELLOW!" SEND IN YOUR SOLUTION AT ONCE.

HOW YOU BENEFIT

IF YOU INVEST—

\$100.00 you can win \$5,000 cash, with 7% interest.

\$20.00 you can win \$3,400 cash, with 5% interest.

\$2.00 (and up to \$19.00) you can win \$1,520.00 to \$1,700.00 cash, with 4% interest.

All money will be returned to you at the expiration of five years with interest as above.

The assets of the Company amount to over \$150,000.00. Last year our earnings were over 33%.

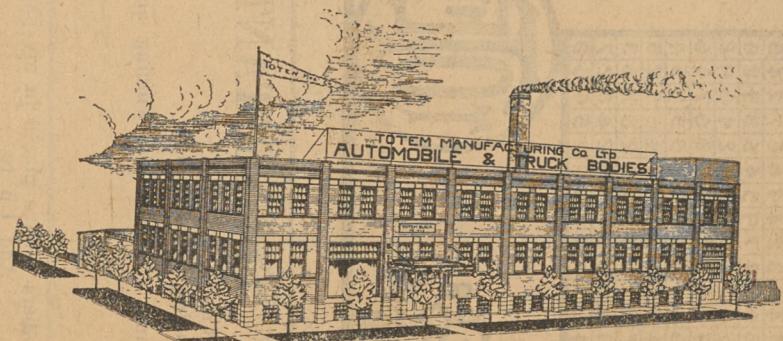
If you are not interested in our competitions you may care to invest in the 7% Preferred Stock of the Company at \$10.00 a share with a bonus of one share of Common Stock with each five shares of Preferred. This stock is absolutely guaranteed and amply secured and is redeemable in five years at \$10.50 a share.

Write for prospectus giving full particulars.

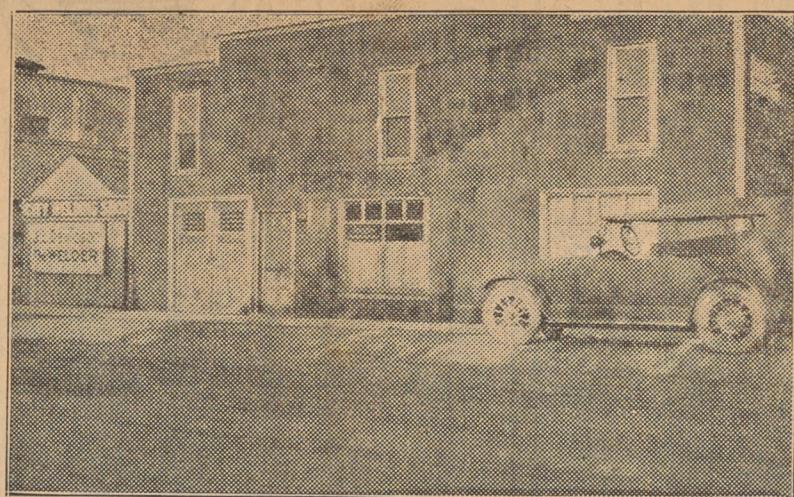
TOTEM AUTO-CRAFTSMEN LTD.

212-214 - 3rd Ave. E.

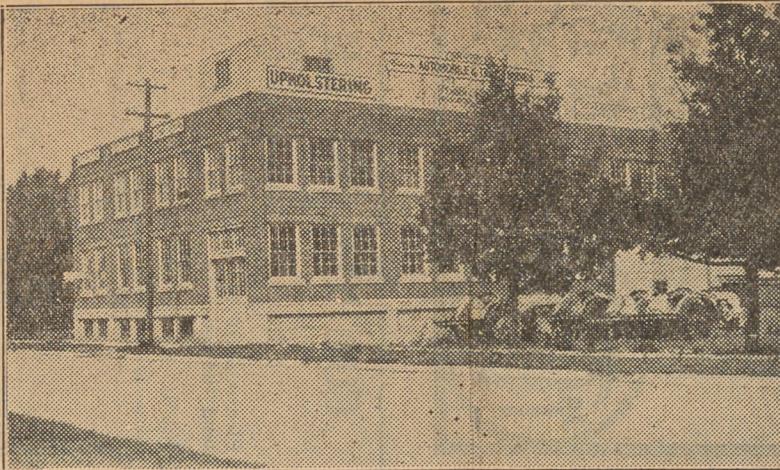
Calgary, Alta.



PROPOSED NEW HOME OF TOTEM



FIRST FACTORY STARTED 1919



OUR PLANT, 1922 TO 1928

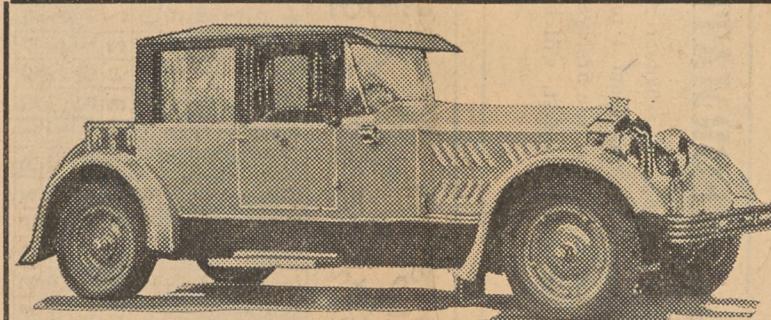
TOTEM AUTO - CRAFTSMEN, LTD.

(SUCCESSORS TO TOTEM MANUFACTURING COMPANY, LTD.)

INCORPORATED FOR \$300,000 UNDER A DOMINION CHARTER, WHICH GIVES THE PRIVILEGE OF STARTING FACTORIES IN ANY PROVINCE IN CANADA.

The Totem Manufacturing Company, Limited, has been in business in the City of Calgary since 1914, when Mr. J. C. de Forge commenced the manufacture of his own personal inventions in the form of automatic gum vending machines. So successful did the business become under his managerial and executive ability that in 1919 it was decided to form a limited liability company and to enlarge the scope of activities.

It was then, in 1922, that the company, besides manufacturing gum vending machines, began the production of automobile coach and truck bodies, automobile hood covers, car upholstery of all descriptions, folding chairs, etc. One of the most important extensions was the establishment of an aluminum foundry, where castings of all kinds were fabricated. The company now intends to enter into a contract for a well-known automobile dealership in the near future, and to make store fixtures, ice-boxes and display cases.



This is a sample of our work. The car was made and designed by Mr. de Forge in 1922. Note the advanced style of the car even today, proving that we were ten years ahead in our designing.

To the present time, the business has been so successful that it has been found necessary to enlarge the present premises in order to handle the ever-increasing orders.

Just a few more words about the company and what it has done and can do again. In one department, that of aluminum and brass castings, it was and will be again the only one of its kind in Western Canada. The foundry turns out exceedingly fine small aluminum and brass castings, so fine and smooth they are like silver. No other foundry has equalled the fineness of these castings.

In the wood-working department a wonderful business can be developed. Calgary and Southern Alberta is growing very fast. New stores, immense alterations and remodelling constantly taking place. Display cases are required and store fixtures needed, and Totem has had no difficulty in competing with the manufacturers of the last. Prospects are excellent; business can be had if it is gone after.

Totem intends to get all there is coming.

We are going ahead by leaps and bounds. Are you going to be one of our Gold Certificate Holders? If so, now is the time to act. Remember this very important point—you have everything to gain and nothing to lose, for you will have every cent you invest returned to you, together with 4 to 7 per cent. interest. Don't overlook the fact that you have a splendid opportunity to win \$5,000.00 or one of the other 399 prizes. Could anything be fairer?

CANADA
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CALGARY